

This is to oppose alteration of the cross-ownership ban rule concerning television and media.

It is not in the public interest for a single company to control a town's TV stations, radio stations, cable company and only newspaper.

There is genuine concern that elimination of the 'no-cross-ownership' rule signals absorption of the newspaper business into the television industry, with a negative impact on the quality of print journalism. Newspaper companies "see savings in news gathering by combining with TV stations as a big plus," an industry analyst told the L.A. Times (9/14/01). This fact gives an indication that the newly merged megacompanies would provide communities with less news, not more.

Rules on protecting the public interest are not strong enough already; they should not be weakened. Here is an example. Tobacco has massive impacts and costs to the nation at large. The media rarely ever identify such costs. The data is generally limited to medical journals and religious-type writings. I am one of those writers, copy at <http://medicolegal.tripod.com/cost.htm> (originally published in a limited circulation religious journal).

When even this major public health issue is not currently covered adequately by the media, no further deterioration is in the public interest.

Please retain the 'no-cross-ownership' rule.